



REMIT TO
201 Humboldt St
Rochester, NY 14610
ph: (585) 287-8894
fx: (585) 482-2515

Advertiser
Agency
Buyer
Salesperson

Tom O'Mara/State Senate/Republican(8342)
Butler Till Media (10961)

Irons, Ruth Ann (3342)
ph: (607) 733-5518

Invoice 2753382
Inv Date 9/25/2016
Terms Cash In Advance
Contract 1428299
Bill Type Weekly/Irregular
Period 8/29/2016 - 9/25/2016

Butler Till Media
1565 Jefferson Rd
Bldg 200 Ste 280
Rochester, NY 14623

AgM

Product Political - State Senate (1074)
Brand O'Mara for NYS Senate (559614)
Acct Types Local/Political
Est/Headline 3307/
Demo
Revision
Comments Separation: 30

CO-OP/Order Type No/Normal
Package
Gen. Date 10/3/2016 10:37:04AM

Elmira (WETM)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/20/16 5:12AM (Tu)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/22/16 5:29AM (Th)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/23/16 5:23AM (Fr)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
3.1	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	4:58:34PM-WETM N	Per week (4),Tu,We,Th,Fr	09/20/16 5:11PM (Tu)	00:30	WETM News	NEW TO-1603	\$200.00	
	News	4:58:34PM-WETM N	Per week (4),Tu,We,Th,Fr	09/21/16 5:23PM (We)	00:30	WETM News	NEW TO-1603	\$200.00	
	News	4:58:34PM-WETM N	Per week (4),Tu,We,Th,Fr	09/22/16 5:17PM (Th)	00:30	WETM News	NEW TO-1603	\$200.00	
	News	4:58:34PM-WETM N	Per week (4),Tu,We,Th,Fr	09/23/16 5:09PM (Fr)	00:30	WETM News	NEW TO-1603	\$200.00	
5.1	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	5:29:54PM-WETM N	Per week (3),Tu,We,Th,Fr	09/20/16 5:39PM (Tu)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
	News	5:29:54PM-WETM N	Per week (3),Tu,We,Th,Fr	09/22/16 5:51PM (Th)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
	News	5:29:54PM-WETM N	Per week (3),Tu,We,Th,Fr	09/23/16 5:50PM (Fr)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
7.1	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/20/16 6:15PM (Tu)	00:30	WETM News	NEW TO-1603	\$350.00	
	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/21/16 6:09PM (We)	00:30	WETM News	NEW TO-1603	\$350.00	
	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/22/16 6:20PM (Th)	00:30	WETM News	NEW TO-1603	\$350.00	
9.0	News			09/25/16			1 preempt @ \$175.00	\$0.00	Marked as Did not Air
11.1	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:01:30PM-Jeopardy	Per week (2),Tu,We,Th,Fr	09/20/16 7:13PM (Tu)	00:30	Jeopardy	NEW TO-1603	\$300.00	
	SPOT	7:01:30PM-Jeopardy	Per week (2),Tu,We,Th,Fr	09/23/16 7:25PM (Fr)	00:30	Jeopardy	NEW TO-1603	\$300.00	
13.1	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:30:00PM-Wheel of	Per week (3),Tu,We,Th,Fr	09/20/16 7:53PM (Tu)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
	SPOT	7:30:00PM-Wheel of	Per week (3),Tu,We,Th,Fr	09/22/16 7:59PM (Th)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
	SPOT	7:30:00PM-Wheel of	Per week (3),Tu,We,Th,Fr	09/23/16 7:59PM (Fr)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
15.1	Contract Line Remarks:		Daypart LN(Agency)-Weeks to run Tues - Mon						
	News	10:59:30PM-WETM N	Per week (2),Tu,We,Th,Fr	09/20/16 11:34PM (Tu)	00:30	WETM News	NEW TO-1603	\$225.00	
	News	10:59:30PM-WETM N	Per week (2),Tu,We,Th,Fr	09/21/16 11:22PM (We)	00:30	WETM News	NEW TO-1603	\$225.00	
17.0	Contract Line Remarks:		Daypart LN						
	News	10:59:30PM-WETM N	Per week (1),Sa	09/24/16 11:20PM (Sa)	00:30	WETM News	NEW TO-1603	\$175.00	
19.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/20/16 6:51AM (Tu)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/21/16 6:44AM (We)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/23/16 6:14AM (Fr)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
21.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	7:00:00AM-Today Sh	Per week (4),Tu,We,Th,Fr	09/20/16 8:39AM (Tu)	00:30	Today Show	NEW TO-1603	\$150.00	
	SPOT	7:00:00AM-Today Sh	Per week (4),Tu,We,Th,Fr	09/21/16 8:58AM (We)	00:30	Today Show	NEW TO-1603	\$150.00	
	SPOT	7:00:00AM-Today Sh	Per week (4),Tu,We,Th,Fr	09/22/16 7:21AM (Th)	00:30	Today Show	NEW TO-1603	\$150.00	
	SPOT	7:00:00AM-Today Sh	Per week (4),Tu,We,Th,Fr	09/23/16 8:27AM (Fr)	00:30	Today Show	NEW TO-1603	\$150.00	
23.0	Contract Line Remarks:		Daypart EM						
	SPOT	7:00:00AM-Saturday	Per week (1),Sa	09/24/16 7:53AM (Sa)	00:30	SATURDAY TODAY SHOW	NEW TO-1603	\$125.00	



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Butler Till Media (10961)

Irons, Ruth Ann (3342)
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Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Political - State Senate (1074)
O'Mara for NYS Senate (559614)
Local/Political
3307/

Separation: 30

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AgM

Elmira (WETM)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
25.0	Contract Line Remarks:		Daypart EM						
	SPOT	7:30:00AM-Community	Per week (1),Su	09/25/16 7:42AM (Su)	00:30	Community Focus	NEW TO-1603	\$25.00	
26.0	Contract Line Remarks:		Daypart EM						
	SPOT	8:00:00AM-Today Show	Per week (1),Su	09/25/16 8:25AM (Su)	00:30	Today Show	NEW TO-1603	\$125.00	
28.1	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	9:00:00AM-Today Show	Per week (2),Tu,We,Th,Fr	09/20/16 10:00AM (Tu)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
	SPOT	9:00:00AM-Today Show	Per week (2),Tu,We,Th,Fr	09/21/16 9:56AM (We)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
30.1	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	12:00:00PM-WETM News	Per week (2),Tu,We,Th,Fr	09/20/16 12:15PM (Tu)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	
	SPOT	12:00:00PM-WETM News	Per week (2),Tu,We,Th,Fr	09/21/16 12:26PM (We)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	
32.0	Contract Line Remarks:		Daypart DT						
	SPOT	9:00:00AM-Meet the Press	Per week (1),Su	09/25/16 9:44AM (Su)	00:30	Meet the Press	NEW TO-1603	\$150.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$6,655.00	Total Spots	36
Commission	(\$998.25)		
Net Total	\$5,656.75		



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CO-OP/Order Type No/Normal
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Gen. Date 11/1/2016 9:50:35AM

Elmira (WETM)

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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
2.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/28/16 5:53AM (We)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/29/16 5:50AM (Th)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
	SPOT	5:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/30/16 5:34AM (Fr)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
4.1	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	4:58:34PM-WETM N	Per week (3),Tu,We,Th,Fr	09/27/16 5:10PM (Tu)	00:30	WETM News	NEW TO-1603	\$200.00	
	News	4:58:34PM-WETM N	Per week (3),Tu,We,Th,Fr	09/28/16 5:17PM (We)	00:30	WETM News	NEW TO-1603	\$200.00	
	News	4:58:34PM-WETM N	Per week (3),Tu,We,Th,Fr	09/29/16 5:10PM (Th)	00:30	WETM News	NEW TO-1603	\$200.00	
6.1	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	5:29:54PM-WETM N	Per week (4),Tu,We,Th,Fr	09/27/16 5:45PM (Tu)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
	News	5:29:54PM-WETM N	Per week (4),Tu,We,Th,Fr	09/28/16 5:51PM (We)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
	News	5:29:54PM-WETM N	Per week (4),Tu,We,Th,Fr	09/29/16 5:43PM (Th)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
	News	5:29:54PM-WETM N	Per week (4),Tu,We,Th,Fr	09/30/16 5:34PM (Fr)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
8.1	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/28/16 6:20PM (We)	00:30	WETM News	NEW TO-1603	\$350.00	
8.1	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/29/16 6:25PM (Th)	00:30	WETM News	NEW TO-1603	\$350.00	
8.1	News	5:58:33PM-WETM N	Per week (3),Tu,We,Th,Fr	09/30/16 6:11PM (Fr)	00:30	WETM News	NEW TO-1603	\$350.00	
10.0	Contract Line Remarks:		Daypart EN						
	News	6:00:00PM-WETM N	Per week (1),Su	10/02/16 6:13PM (Su)	00:30	WETM News @ 6	NEW TO-1603	\$175.00	
12.1	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:01:30PM-Jeopardy	Per week (3),Tu,We,Th,Fr	09/27/16 7:25PM (Tu)	00:30	Jeopardy	NEW TO-1603	\$300.00	
	SPOT	7:01:30PM-Jeopardy	Per week (3),Tu,We,Th,Fr	09/28/16 7:29PM (We)	00:30	Jeopardy	NEW TO-1603	\$300.00	
	SPOT	7:01:30PM-Jeopardy	Per week (3),Tu,We,Th,Fr	09/29/16 7:25PM (Th)	00:30	Jeopardy	NEW TO-1603	\$300.00	
14.1	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:30:00PM-Wheel of	Per week (2),Tu,We,Th,Fr	09/27/16 7:58PM (Tu)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
	SPOT	7:30:00PM-Wheel of	Per week (2),Tu,We,Th,Fr	09/29/16 7:58PM (Th)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
16.1	Contract Line Remarks:		Daypart LN(Agency)-Weeks to run Tues - Mon						
	News	10:59:30PM-WETM N	Per week (3),Tu,We,Th,Fr	09/27/16 11:34PM (Tu)	00:30	WETM News	NEW TO-1603	\$225.00	
	News	10:59:30PM-WETM N	Per week (3),Tu,We,Th,Fr	09/29/16 11:22PM (Th)	00:30	WETM News	NEW TO-1603	\$225.00	
	News	10:59:30PM-WETM N	Per week (3),Tu,We,Th,Fr	09/30/16 11:33PM (Fr)	00:30	WETM News	NEW TO-1603	\$225.00	
18.0	Contract Line Remarks:		Daypart LN						
	News	10:59:30PM-WETM N	Per week (1),Sa	10/01/16 11:16PM (Sa)	00:30	WETM News	NEW TO-1603	\$175.00	
20.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/27/16 6:56AM (Tu)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/28/16 6:41AM (We)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
	News	6:00:00AM-Channel	Per week (3),Tu,We,Th,Fr	09/29/16 6:28AM (Th)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
22.1	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	7:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/27/16 8:58AM (Tu)	00:30	Today Show	NEW TO-1603	\$150.00	
	SPOT	7:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/29/16 8:44AM (Th)	00:30	Today Show	NEW TO-1603	\$150.00	
	SPOT	7:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/30/16 7:58AM (Fr)	00:30	Today Show	NEW TO-1603	\$150.00	



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Acct Types Local/Political
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Demo
Revision
Comments Separation: 30

CO-OP/Order Type No/Normal
Package
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Elmira (WETM)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
24.0	SPOT			10/01/16			1 preempt @ \$125.00	\$0.00	Program Change
27.0	Contract Line Remarks:		Daypart EM						
	SPOT	8:00:00AM-Today Sh	Per week (1),Su	10/02/16 8:56AM (Su)	00:30	Today Show	NEW TO-1603	\$125.00	
29.1	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	9:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/27/16 9:56AM (Tu)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
	SPOT	9:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/29/16 9:59AM (Th)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
	SPOT	9:00:00AM-Today Sh	Per week (3),Tu,We,Th,Fr	09/30/16 9:59AM (Fr)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
31.1	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	12:00:00PM-WETM N	Per week (2),Tu,We,Th,Fr	09/28/16 12:21PM (We)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	
	SPOT	12:00:00PM-WETM N	Per week (2),Tu,We,Th,Fr	09/30/16 12:05PM (Fr)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	
33.0	Contract Line Remarks:		Daypart DT						
	SPOT	9:00:00AM-Meet The	Per week (1),Su	10/02/16 9:59AM (Su)	00:30	Meet the Press	NEW TO-1603	\$150.00	
34.0	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	5:00:00AM-Channel	Per week (1),Mo	09/26/16 5:58AM (Mo)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
35.0	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	5:00:00AM-Channel	Per week (1),Mo	10/03/16 5:42AM (Mo)	00:30	Channel 18 News	NEW TO-1603	\$75.00	
36.0	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	4:58:34PM-WETM N	Per week (1),Mo	10/03/16 5:27PM (Mo)	00:30	WETM News	NEW TO-1603	\$200.00	
37.0	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	5:29:54PM-WETM N	Per week (1),Mo	09/26/16 5:39PM (Mo)	00:30	WETM News 530P	NEW TO-1603	\$250.00	
38.0	Contract Line Remarks:		Daypart EN(Agency)-Weeks to run Tues - Mon						
	News	5:58:33PM-WETM N	Per week (1),Mo	09/26/16 6:25PM (Mo)	00:30	WETM News	NEW TO-1603	\$350.00	
39.0	News	5:58:33PM-WETM N	Per week (1),Mo	10/03/16 6:08PM (Mo)	00:30	WETM News	NEW TO-1603	\$350.00	
40.0	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:01:30PM-Jeopardy	Per week (1),Mo	09/26/16 7:30PM (Mo)	00:30	Jeopardy	NEW TO-1603	\$300.00	
41.0	Contract Line Remarks:		Daypart PA(Agency)-Weeks to run Tues - Mon						
	SPOT	7:30:00PM-Wheel of	Per week (1),Mo	10/03/16 7:41PM (Mo)	00:30	Wheel of Fortune	NEW TO-1603	\$300.00	
42.0	Contract Line Remarks:		Daypart LN(Agency)-Weeks to run Tues - Mon						
	News	10:59:30PM-WETM N	Per week (1),Mo	09/26/16 11:26PM (Mo)	00:30	WETM News	NEW TO-1603	\$225.00	
43.0	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	News	6:00:00AM-Channel	Per week (1),Mo	09/26/16 6:38AM (Mo)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
44.0	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	News	6:00:00AM-Channel	Per week (1),Mo	10/03/16 6:19AM (Mo)	00:30	Channel 18 News	NEW TO-1603	\$150.00	
45.0	Contract Line Remarks:		Daypart EM(Agency)-Weeks to run Tues - Mon						
	SPOT	7:00:00AM-Today Sh	Per week (1),Mo	10/03/16 8:27AM (Mo)	00:30	Today Show	NEW TO-1603	\$150.00	
46.0	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	9:00:00AM-Today Sh	Per week (1),Mo	09/26/16 9:28AM (Mo)	00:30	Today Show 9-10A M-F	NEW TO-1603	\$60.00	
47.0	Contract Line Remarks:		Daypart DT(Agency)-Weeks to run Tues - Mon						
	SPOT	12:00:00PM-WETM N	Per week (1),Mo	09/26/16 12:21PM (Mo)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	



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DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
48.0	Contract Line Remarks:		<u>Daypart DT(Agency)-Weeks to run Tues - Mon</u>						
	SPOT	12:00:00PM-WETM N	Per week (1),Mo	10/03/16 12:21PM (Mo)	00:30	WETM News 12pm	NEW TO-1603	\$55.00	